Las Positas College

Program Review Discipline Data Packet

Fall 2015 to Fall 2019

Discipline:

Marketing (MKTG)

NOTE: ^ next to rubric / subject code indicates that the report combines data for related credit and non-credit rubrics

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Headcount & Enrollment

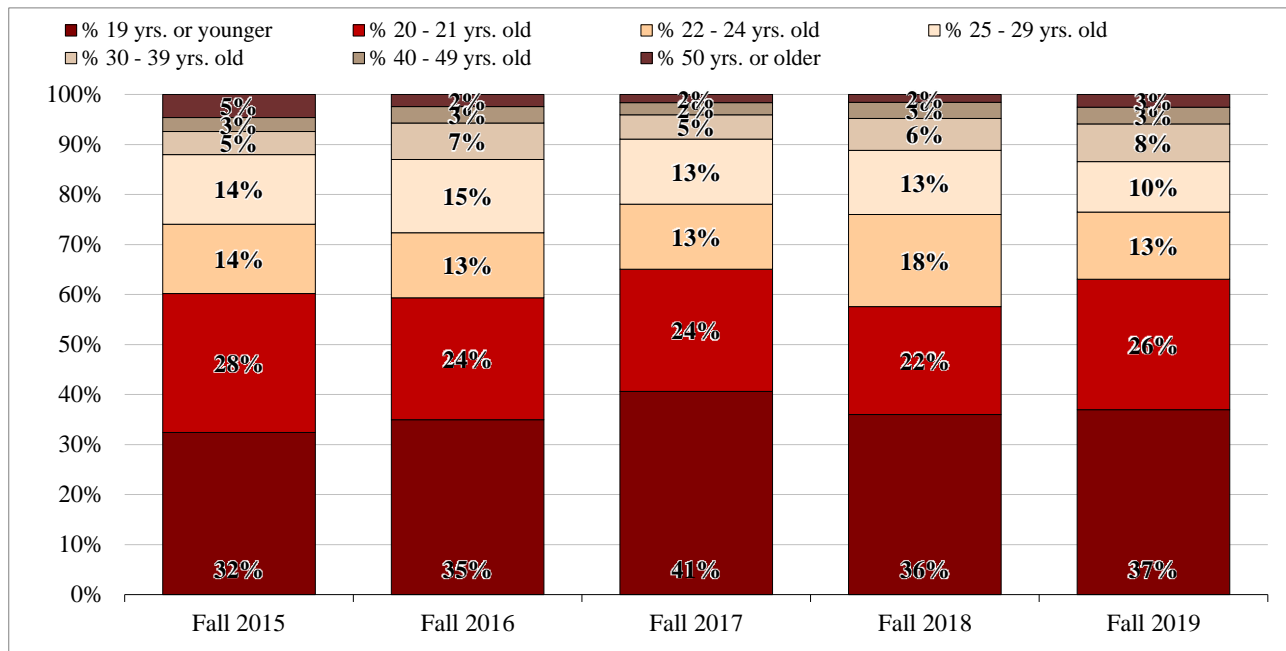| Marketing (MKTG)					
	Term				
	Fall 2015	**Fall 2016**	**Fall 2017**	**Fall 2018**	**Fall 2019**
Student Headcount	108	123	123	125	119
Total Course Enrollments	108	125	126	135	125
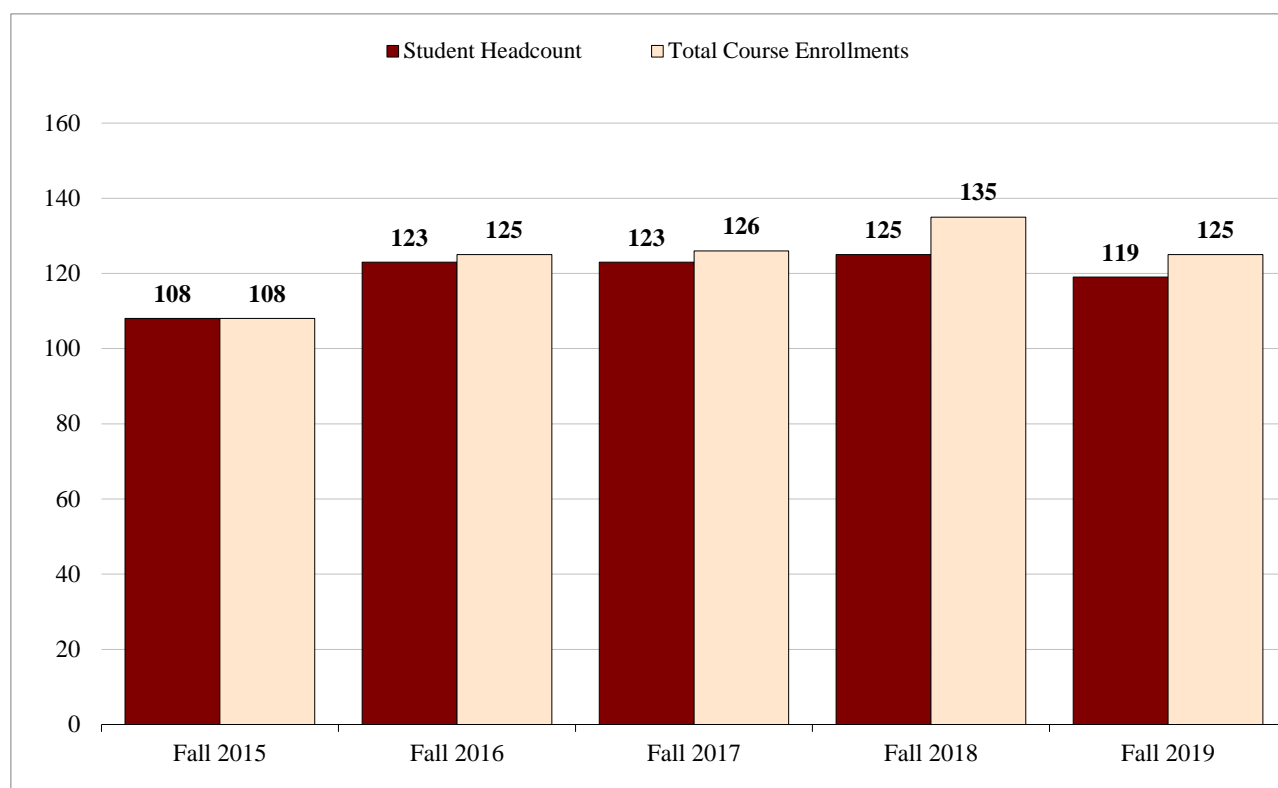
Definitions:

Student Headcount is the unduplicated count of students enrolled in all courses within the discipline.

Total Course Enrollments is the sum of all course enrollments (filled seats) within the discipline.

Student Demographics: Gender & Age

Marketing (MKTG)					
	Term				
	Fall 2015	**Fall 2016**	**Fall 2017**	**Fall 2018**	**Fall 2019**
Female	37	51	46	41	50
Male	70	72	75	81	65
19 yrs. or younger	35	43	50	45	44
20-21 yrs. old	30	30	30	27	31
22-24 yrs. old	15	16	16	23	16
25-29 yrs. old	15	18	16	16	12
30-39 yrs. old	5	9	6	8	9
40-49 yrs. old	3	4	3	4	4
50 yrs. or older	5	3	2	2	3
% Female	35%	41%	38%	34%	43%
% Male	65%	59%	62%	66%	57%
% 19 yrs. or younger	32%	35%	41%	36%	37%
% 20 - 21 yrs. old	28%	24%	24%	22%	26%
% 22 - 24 yrs. old	14%	13%	13%	18%	13%
% 25 - 29 yrs. old	14%	15%	13%	13%	10%
% 30 - 39 yrs. old	5%	7%	5%	6%	8%
% 40 - 49 yrs. old	3%	3%	2%	3%	3%
% 50 yrs. or older	5%	2%	2%	2%	3%

Student Demographic: Race-Ethnicity

Marketing (MKTG)					
	Term				
	Fall 2015	**Fall 2016**	**Fall 2017**	**Fall 2018**	**Fall 2019**
African American	11	8	5	4	3
Asian	11	11	14	19	12
Filipino	4	2	4	9	5
Latino	24	42	31	29	37
Native American	1	2	1	1	0
Pacific Islander	0	0	0	0	0
White	44	47	57	52	48
Multiethnic	12	11	10	10	10
Other/Unknown	1	0	1	1	4
% African American	10%	7%	4%	3%	3%
% Asian	10%	9%	11%	15%	10%
% Filipino	4%	2%	3%	7%	4%
% Latino	22%	34%	25%	23%	31%
% Native American	1%	2%	1%	1%	0%
% Pacific Islander	0%	0%	0%	0%	0%
% White	41%	38%	46%	42%	40%
% Multiethnic	11%	9%	8%	8%	8%
% Other/Unknown	1%	0%	1%	1%	3%
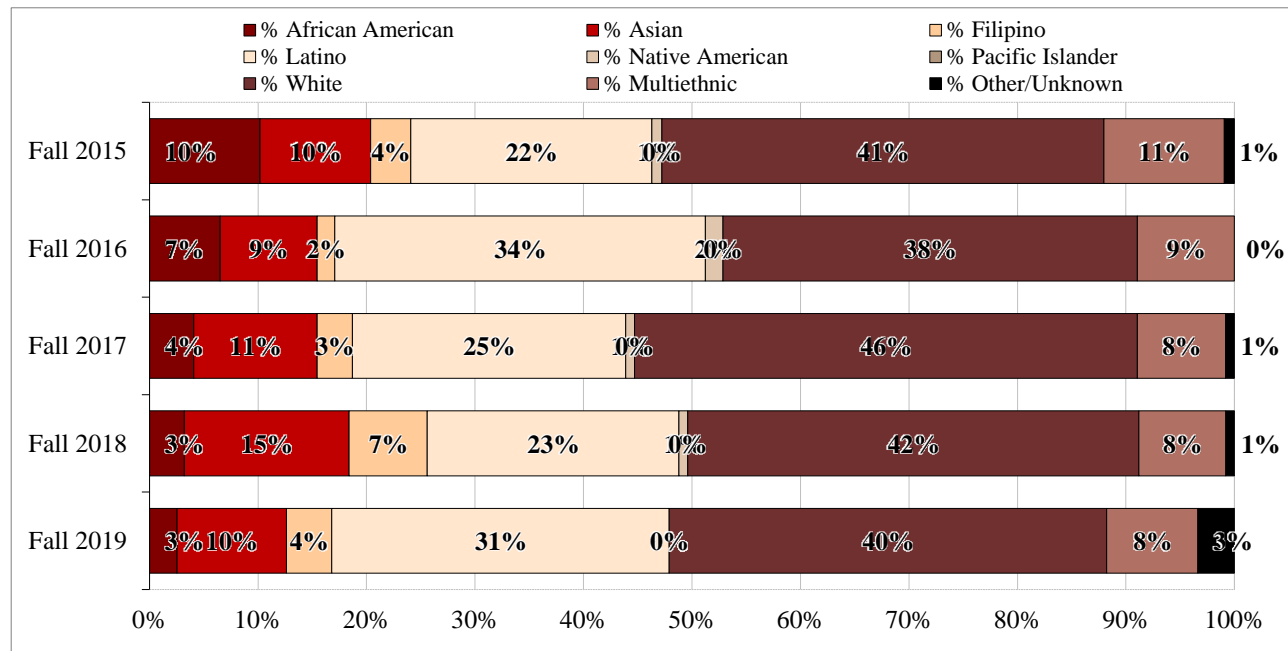
Student Enrollment Status

Marketing (MKTG)					
	Term				
	Fall 2015	**Fall 2016**	**Fall 2017**	**Fall 2018**	**Fall 2019**
First-Time Any College	24	36	27	19	25
First-Time Transfer	13	10	16	19	5
Continuing	60	62	72	76	80
Returning	11	14	5	10	8
Concurrent Enrollment	0	1	3	1	1
% First-Time Any College	22%	29%	22%	15%	21%
% First-Time Transfer	12%	8%	13%	15%	4%
% Continuing	56%	50%	59%	61%	67%
% Returning	10%	11%	4%	8%	7%
% Concurrent Enrollment	0%	1%	2%	1%	1%
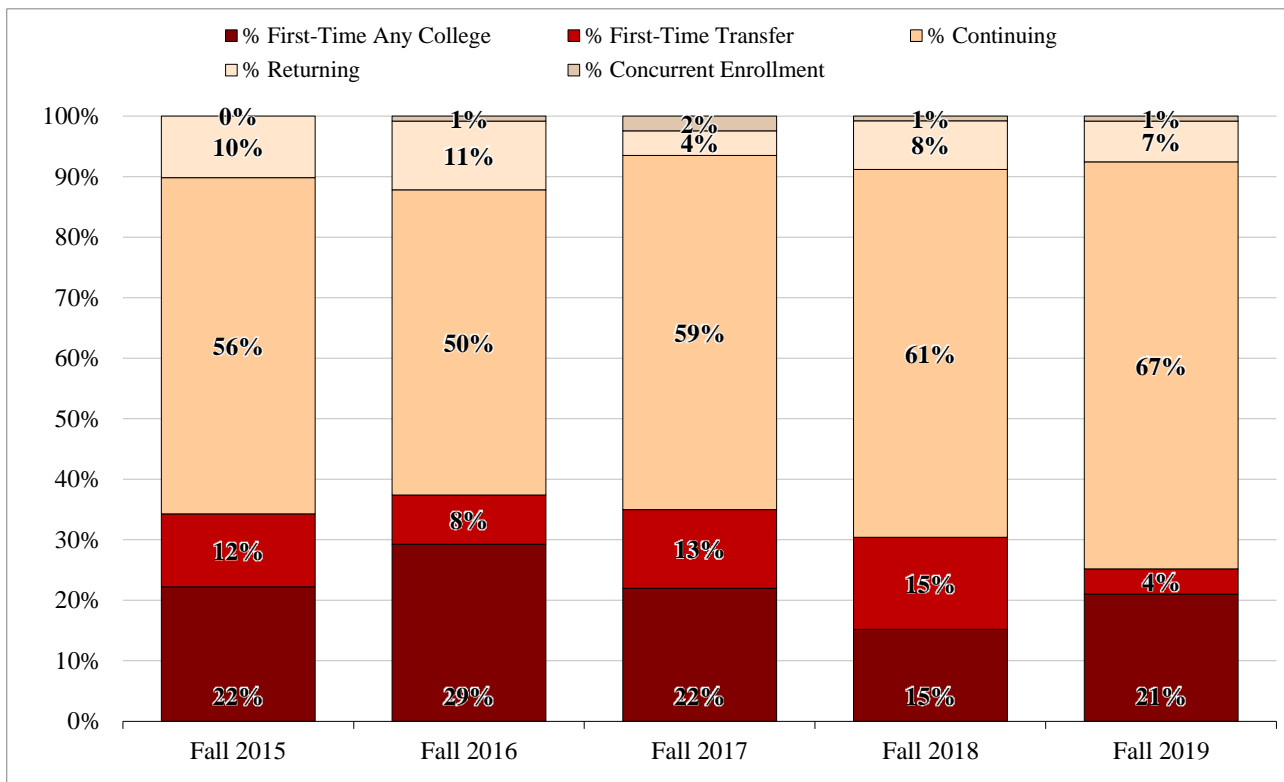
Definitions:

First-Time Any College: Students enrolled in college for the first time.

First-Time Transfer: Students transferring to LPC in the current semester from another community college or university.
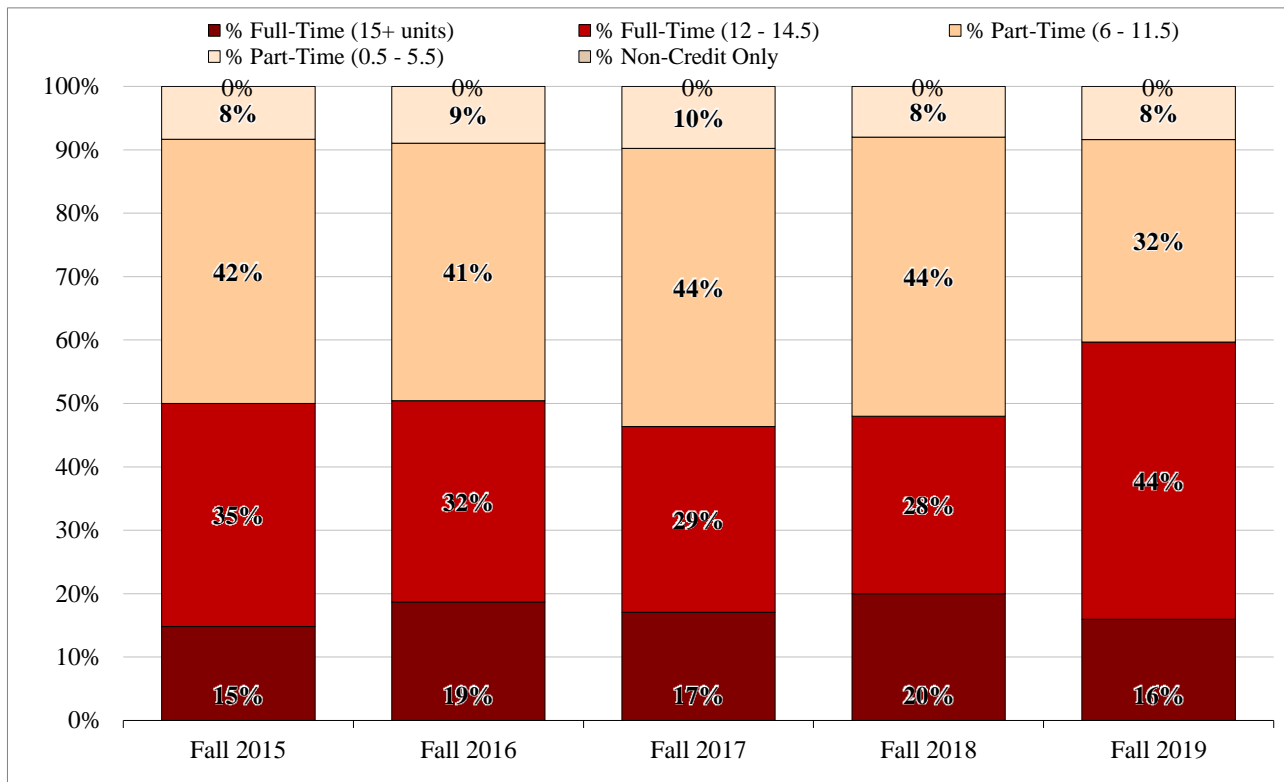
Continuing: Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.

Returning: Students enrolled at LPC after an absence of one or more primary terms from the District.

Concurrent Enrollment: A special admit student currently enrolled in K-12.

Student Unit Load

Marketing (MKTG)					
	Term				
	Fall 2015	**Fall 2016**	**Fall 2017**	**Fall 2018**	**Fall 2019**
Full-Time (15+ units)	16	23	21	25	19
Full-Time (12 - 14.5)	38	39	36	35	52
Part-Time (6 - 11.5)	45	50	54	55	38
Part-Time (0.5 - 5.5)	9	11	12	10	10
Non-Credit Only	0	0	0	0	0
% Full-Time (15+ units)	15%	19%	17%	20%	16%
% Full-Time (12 - 14.5)	35%	32%	29%	28%	44%
% Part-Time (6 - 11.5)	42%	41%	44%	44%	32%
% Part-Time (0.5 - 5.5)	8%	9%	10%	8%	8%
% Non-Credit Only	0%	0%	0%	0%	0%

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Students Using Distance Education

| Marketing (MKTG)					
	Term				
(Categories reflect college-wide coursework)	**Fall 2015**	**Fall 2016**	**Fall 2017**	**Fall 2018**	**Fall 2019**
Face-to-Face (F2F) Only	59	65	61	43	30
Both F2F and DE	35	36	39	52	49
Distance Education (DE) Only	14	22	23	30	40
% Face-to-Face (F2F) Only	55%	53%	50%	34%	25%
% Both F2F and DE	32%	29%	32%	42%	41%
% Distance Education (DE) Only	13%	18%	19%	24%	34%
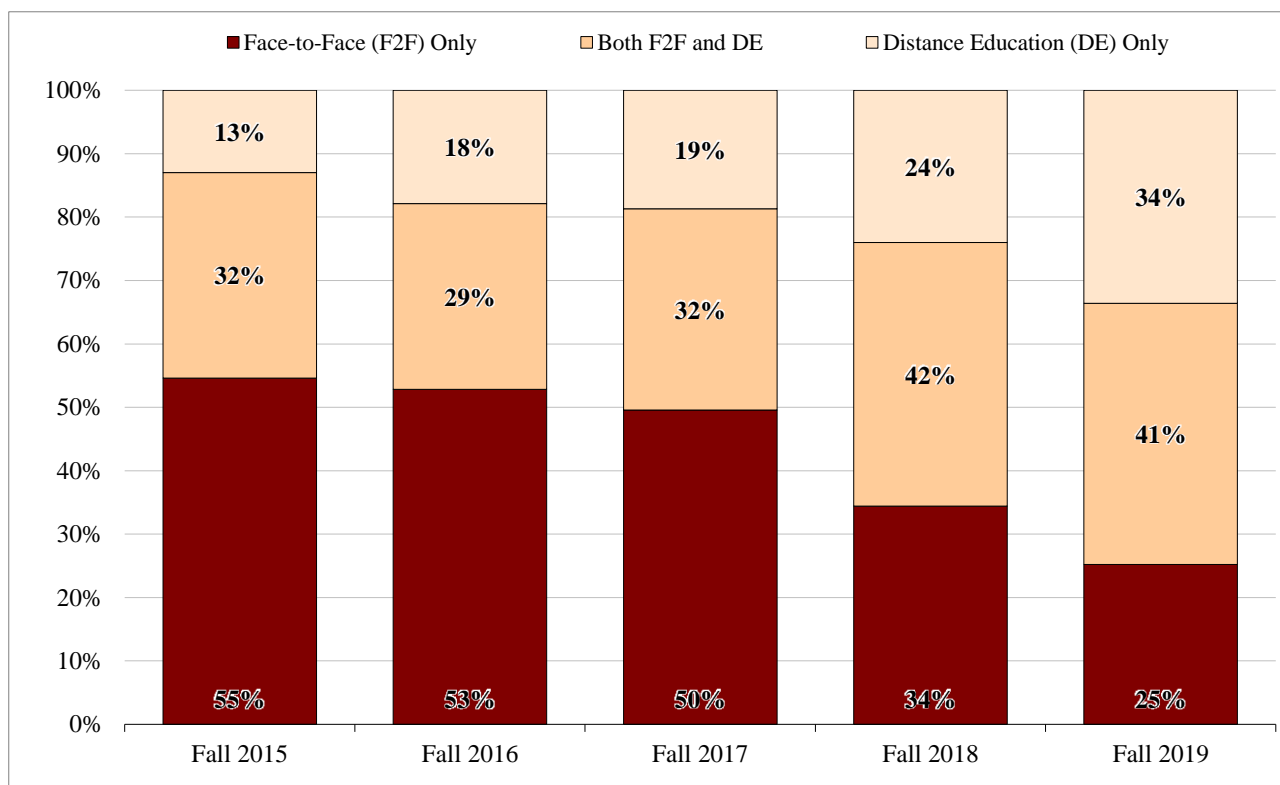
Definitions:

Distance Education (DE) includes enrollments in course sections that begin with 'DE', 'HD', 'LD' and 'LO'.

Student Educational Goal

Marketing (MKTG)					
	Term				
	Fall 2015	**Fall 2016**	**Fall 2017**	**Fall 2018**	**Fall 2019**
Transfer (w/ or w/o AA/AS degree)	83	91	84	90	89
Associate Degree Only (AA/AS)	10	10	7	6	7
Occupational Certificate or Job Training	5	8	13	13	9
Improve English/Math Basic Skills	2	2	3	1	0
Personal Development (intellectual/cultural)	1	2	3	1	2
Other	0	0	0	2	2
Undecided	6	9	12	11	10
Unknown	1	1	1	1	0
% Transfer (w/ or w/o AA/AS degree)	77%	74%	68%	72%	75%
% Associate Degree Only (AA/AS)	9%	8%	6%	5%	6%
% Occupational Certificate or Job Training	5%	7%	11%	10%	8%
% Improve English/Math Basic Skills	2%	2%	2%	1%	0%
% Personal Development (intellectual/cultural	1%	2%	2%	1%	2%
% Other	0%	0%	0%	2%	2%
% Undecided	6%	7%	10%	9%	8%
% Unknown	1%	1%	1%	1%	0%
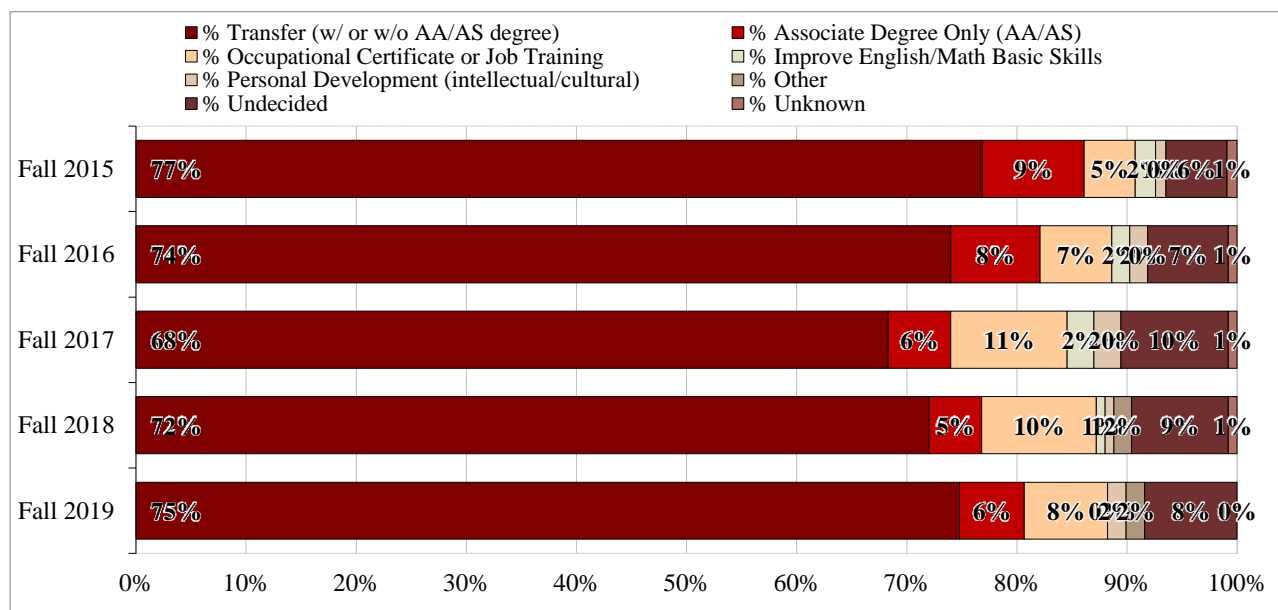
Definitions:

Transfer: Students who want to transfer to a 4-year university. Includes students enrolled in 4-year institutions completing requirements at LPC.

Occupational Certificate/Job Training: Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.
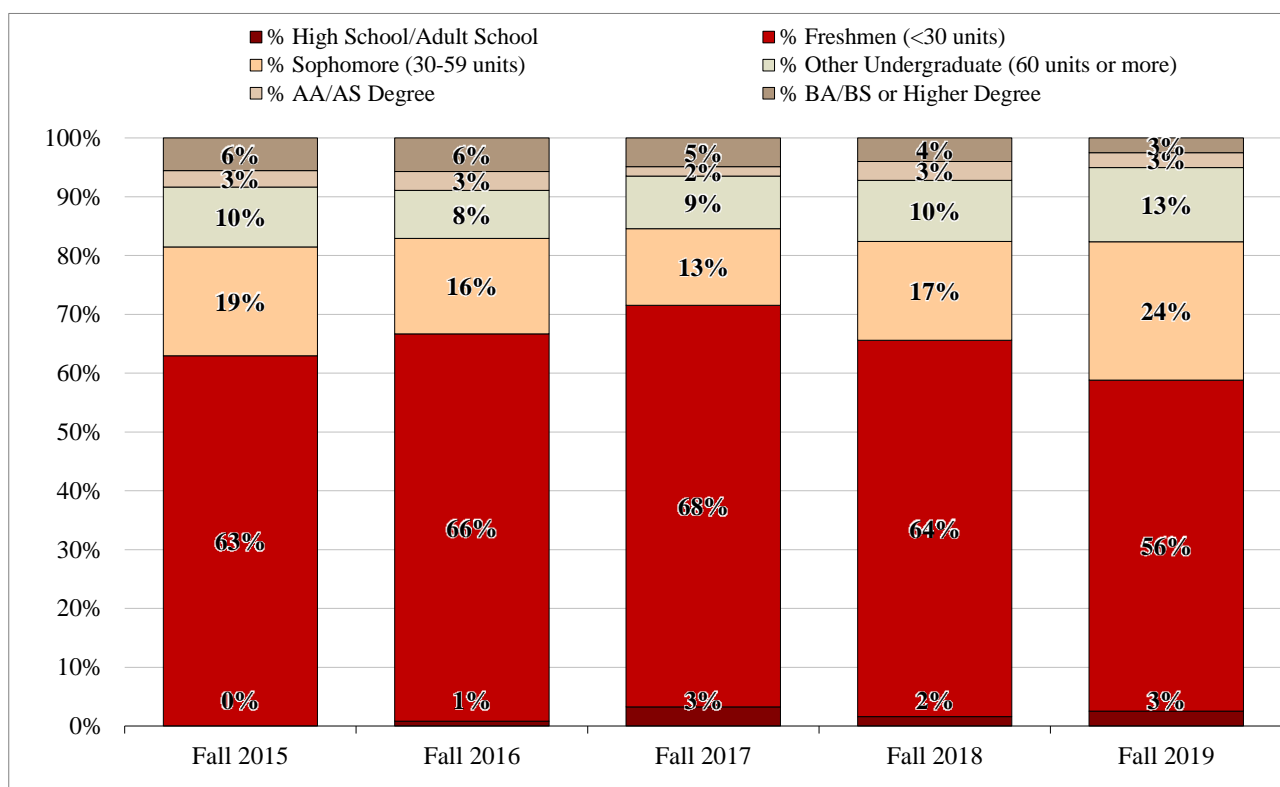
Personal Development: Students taking courses for intellectual and/or cultural development.

Other: Students completing diploma/GED requirements or moving from non-credit to credit courses. Data from admission application.

Highest Educational Level of Students

Marketing (MKTG)					
	Term				
	Fall 2015	**Fall 2016**	**Fall 2017**	**Fall 2018**	**Fall 2019**
High School/Adult School	0	1	4	2	3
Freshmen (<30 units)	68	81	84	80	67
Sophomore (30-59 units)	20	20	16	21	28
Other Undergraduate (60 units or more)	11	10	11	13	15
AA/AS Degree	3	4	2	4	3
BA/BS or Higher Degree	6	7	6	5	3
% High School/Adult School	0%	1%	3%	2%	3%
% Freshmen (<30 units)	63%	66%	68%	64%	56%
% Sophomore (30-59 units)	19%	16%	13%	17%	24%
% Other Undergraduate (60 units or more)	10%	8%	9%	10%	13%
% AA/AS Degree	3%	3%	2%	3%	3%
% BA/BS or Higher Degree	6%	6%	5%	4%	3%

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Student Performance: Grade Distribution

| Marketing (MKTG)					
	Term				
	Fall 2015	**Fall 2016**	**Fall 2017**	**Fall 2018**	**Fall 2019**
Total Course Enrollments	108	125	126	135	125
Course Success Rates	**44%**	**64%**	**60%**	**81%**	**77%**
A	13%	35%	22%	41%	45%
B	18%	20%	22%	25%	22%
C	14%	8%	16%	15%	9%
P	0%	1%	0%	0%	1%
Course Non-Success Rate	**22%**	**13%**	**21%**	**8%**	**14%**
D	9%	6%	7%	2%	4%
F/NP/I	13%	6%	14%	6%	10%
Withdrawals (W)	**33%**	**23%**	**18%**	**11%**	**9%**
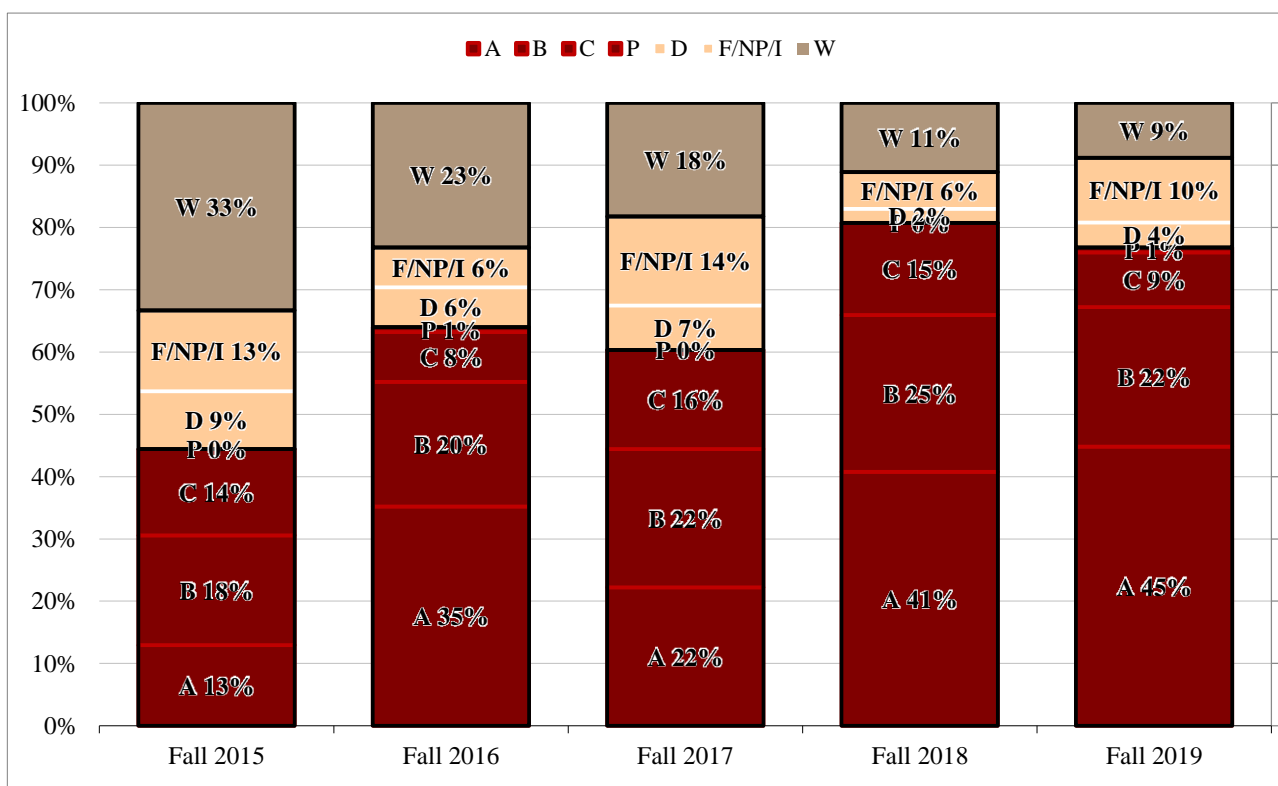
Definitions:

Course Success Rate is the percentage of students receiving a passing grade ('A', 'B', 'C', or 'P') relative to all students receiving a grade.

Course Non-Success Rate is the percentage of students receiving a grade of ('D', 'F', 'NP or 'I') relative to all students receiving a grade.

Withdrawals is the percentage of students receiving a grade notation of 'W' relative to all students receiving a grade.

Student Performance: Distance Education

Marketing (MKTG)					
	Term				
	Fall 2015	**Fall 2016**	**Fall 2017**	**Fall 2018**	**Fall 2019**
Total Course Enrollments	**108**	**125**	**126**	**135**	**125**
Face-to-Face (F2F) Sections	**77**	**88**	**85**	**58**	**39**
Success Rates	44%	69%	64%	76%	82%
Non-Success Rates	25%	11%	19%	12%	8%
Withdrawals	31%	19%	18%	12%	10%
Distance Education (DE) Sections	**31**	**37**	**41**	**77**	**86**
Success Rates	45%	51%	54%	84%	74%
Non-Success Rates	16%	16%	27%	5%	17%
Withdrawals	39%	32%	20%	10%	8%
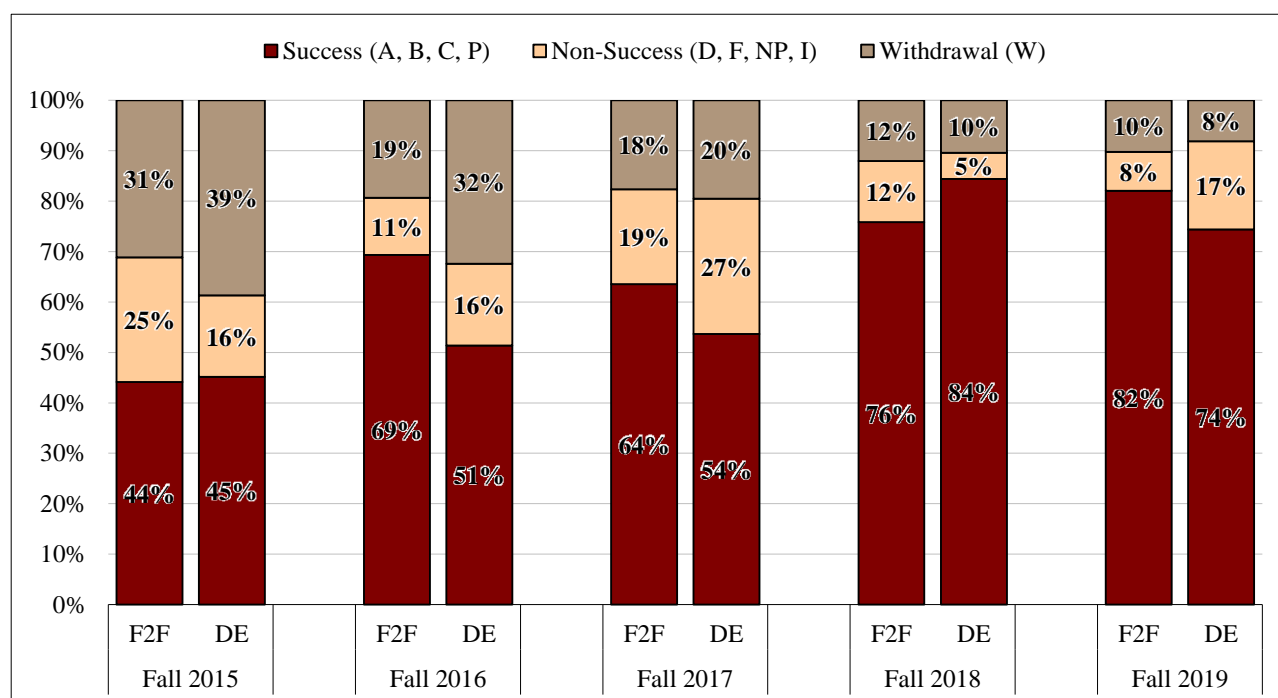
Definitions:

Course Success Rate is the percentage of students receiving a passing grade ('A', 'B', 'C', or 'P') relative to all students receiving a grade.

Course Non-Success Rate is the percentage of students receiving a grade of ('D', 'F', 'NP or 'I') relative to all students receiving a grade.

Withdrawals is the percentage of students receiving a grade notation of 'W' relative to all students receiving a grade.

Distance Education (DE) includes enrollments in course sections that begin with 'DE', 'HD', 'LD' and 'LO'.

Enrollment Management: Part 1

Marketing (MKTG)					
	Term				
	Fall 2015	**Fall 2016**	**Fall 2017**	**Fall 2018**	**Fall 2019**
WSCH	329	397	372	404	375
FTES	10.4	12.4	12.2	13.3	12.3
FTEF	0.8	0.8	0.8	1.0	0.8
Productivity (WSCH/FTEF)	411.3	496.3	465.0	404.0	468.8
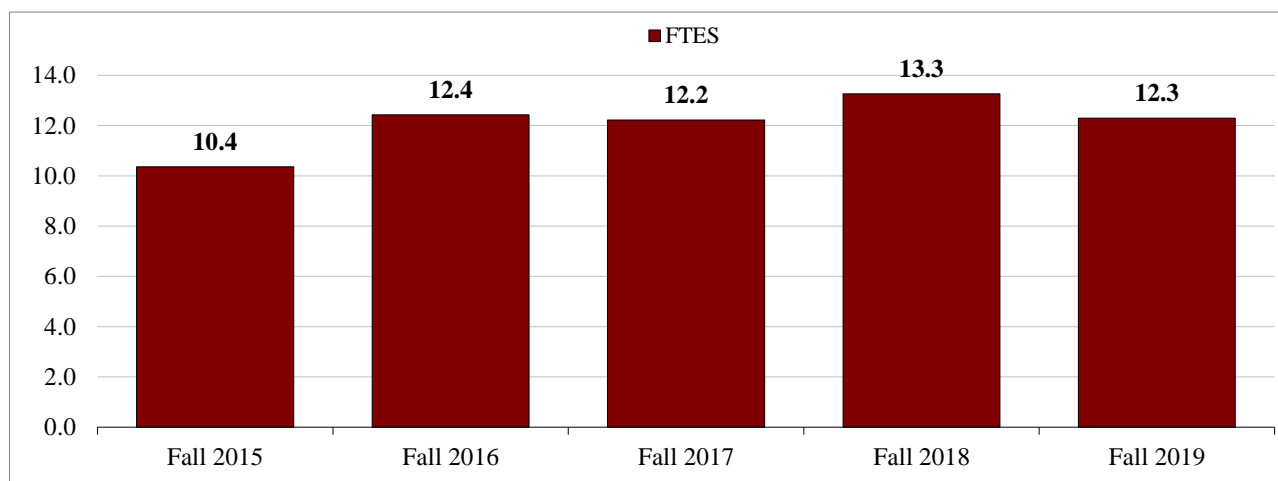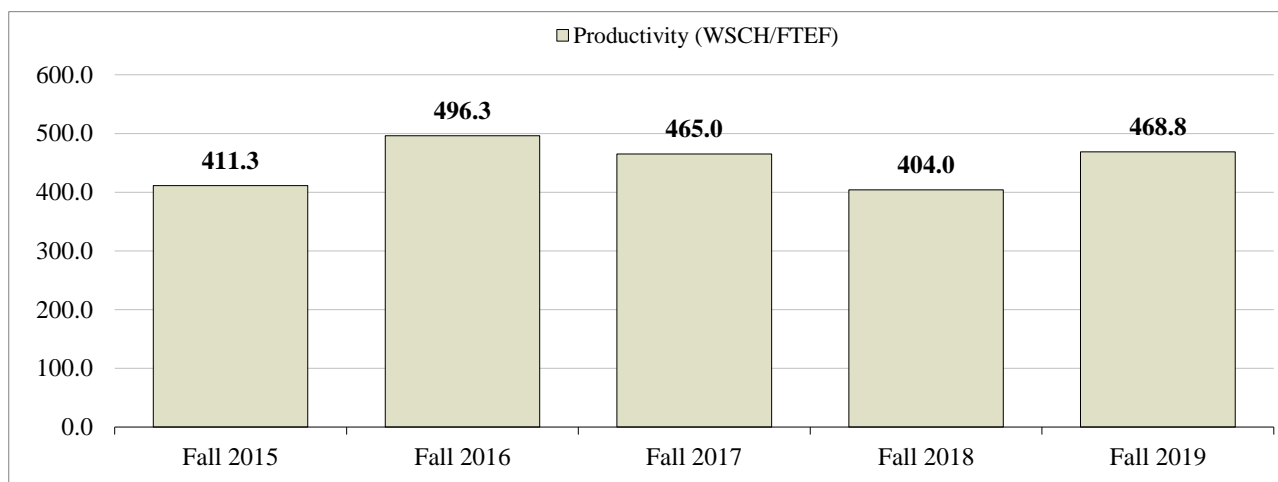
Definitions:

WSCH is the total Weekly Student Contact Hours resulting from all enrollment within the discipline.

FTES is the total Full Time Equivalent Student value resulting from all enrollment within the discipline.

FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

Productivity is the ratio of WSCH to FTEF and a standard measure of discipline efficiency.

Note: Enrollment Management data are of all courses accounted except NTUT / TUTR 200; latest data accessed on 7/14/20.

Enrollment Management: Part 2

| Marketing (MKTG)					
	Term				
	Fall 2015	**Fall 2016**	**Fall 2017**	**Fall 2018**	**Fall 2019**
FTEF from Full-Time Faculty	0.6	0.4	0.0	0.6	0.6
% FTEF from Full-Time Faculty	75%	50%	0%	60%	75%
Enrollments	108	125	126	135	125
Capacity (seats available)	167	167	176	220	176
Fill Rate	65%	75%	72%	61%	71%
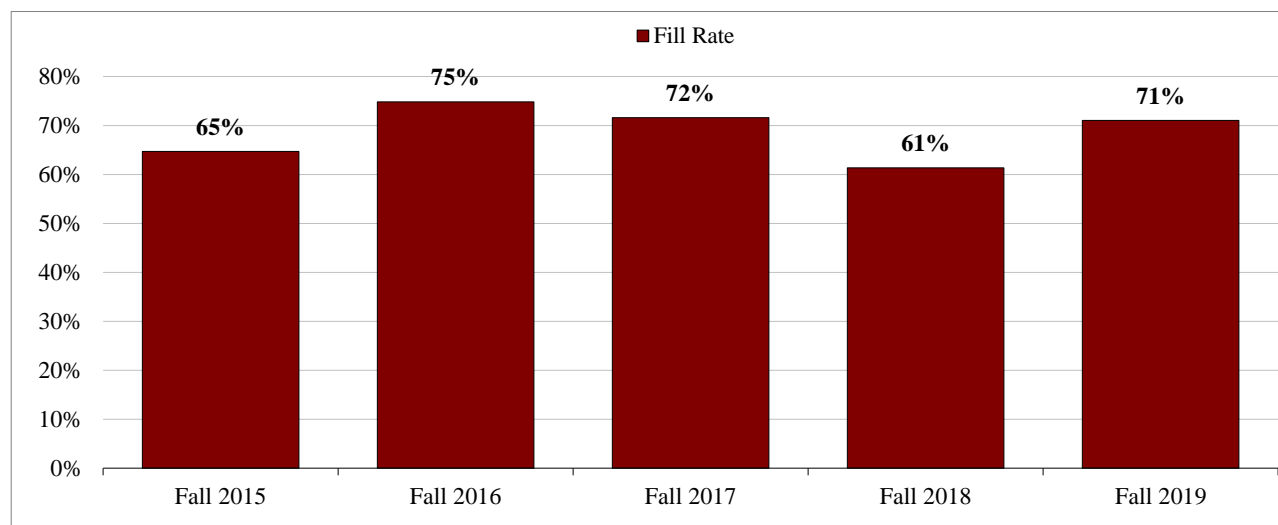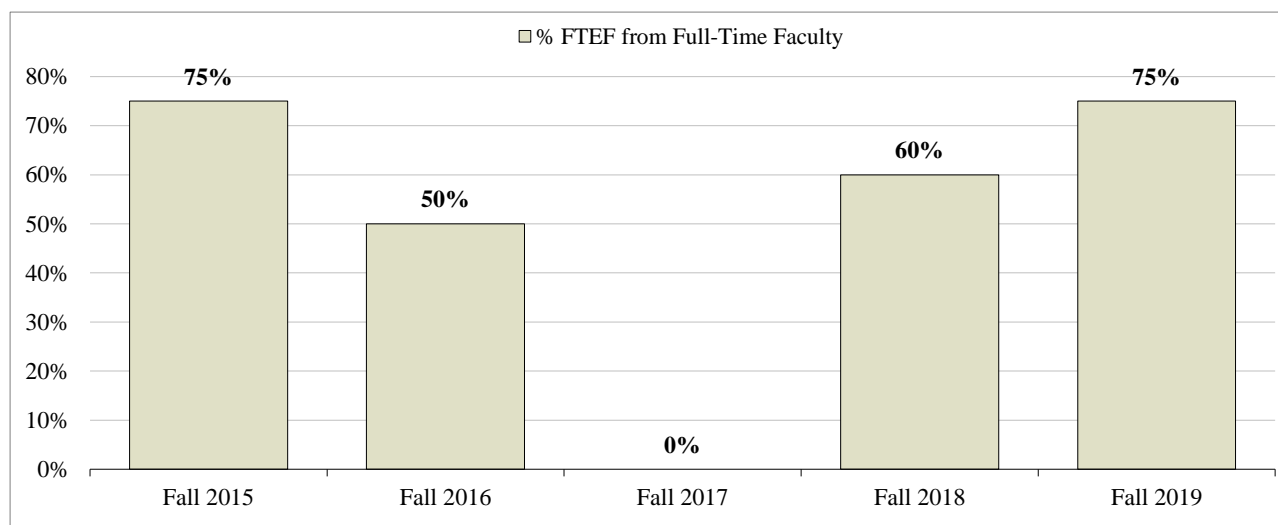
Definitions:

Fill Rate is number of enrollments over the total capacity (seats available).

% FTEF from Full-time Faculty is the FTEF generated by full-time faculty as load (i.e., excluding overload) divided by the total FTEF.

Note: Enrollment Management data are of all courses accounted except NTUT / TUTR 200; latest data accessed on 7/14/20.

College Readiness: English & Math Proficiency

Fall 2019				
	MKTG		LPC Overall	
	Num	Pct	Num	Pct
College English				
Completed College-level	69	58%	4,712	52%
Attempted College-level	3	3%	393	4%
Attempted Below College-level	0	0%	261	3%
No Attempt (with placement)	29	24%	1,887	21%
No Attempt (no placement)	18	15%	1,811	20%
College Math				
Completed College-level	58	49%	5,193	57%
Attempted College-level	6	5%	302	3%
Attempted Below College-level	8	7%	538	6%
No Attempt (with placement)	31	26%	1,405	16%
No Attempt (no placement)	16	13%	1,623	18%
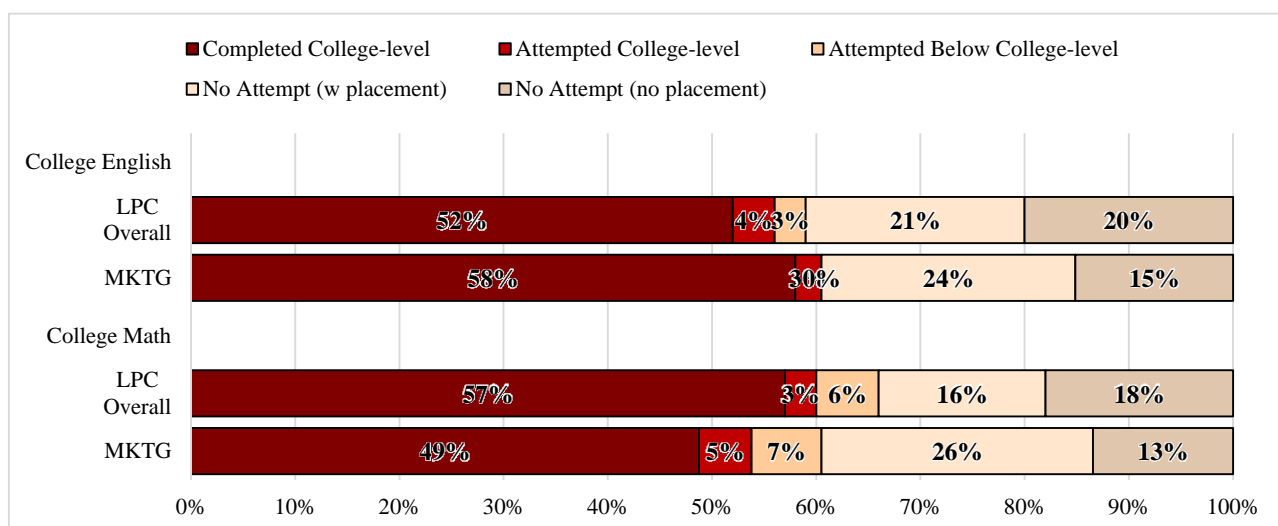
Definitions:

College English: **Completed College-level** = successfully completed ENG 1A, 1AEX, or attempted transfer level, or has earned at least an Associates degree.

Attempted College-level = attempted ENG 1A or 1AEX but has not successfully completed prior to indicated term.

Attempted Below College-level = attempted ENG 102, 104, 105, 100A , 100B, NENG 204, or ESL 25 prior to indicated term.

No Attempt (w placement) = no previous English enrollments within the sequence but has used a placement tool.

No Atempt (no placement) = no previous English enrollments within the sequence and did not utilize a placement tool.

College Math:

Completed College-level = succesfully completed MATH 55, 50, NMAT 255 or 250, or attempted transfer level, or has earned at least an Associates degree.

Attempted College-level = attempted MATH 55, 50, NMAT 255 or 250 but has not successfully completed prior to indicated term.

Attempted Below College-level = attempted MATH 110, 107, NMAT 210 or 207 prior to indicated term.

No Attempt (w placement) = no previous Math enrollments within the sequence but has used a placement tool.

No Atempt (no placement) = no previous Math enrollments within the sequence and did not utilize a placement tool.